

Goldenberg's—"Both Sides of Seventh Street"

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"IT PAYS TO DEAL AT GOLDENBERG'S"

**Goldenberg's**

SEVENTH AND K "THE DEPENDABLE STORE"

3 Pages Today-- Besides this DOUBLE-PAGE SPREAD of Anniversary Sale Bargains, Another Advertisement Appears on Page 1, Part 2. Don't miss it!

**25 Steel Ash Cans**

This Coupon and 1c for Heavy Steel Japanned Ash Cans, with side handles and covers, full size and strongly made for lasting service. Regular price, \$1.25. (Basement.) (S)

**Large Spools Sewing Silk**

12c THIS COUPON and 12c for Dressmaker's Spools of Black Sewing Silk, 50 yards each, equal to five regular 50-spools. For machine or hand sewing. Letter A only. (S)

**5c Knitted Wash Cloths**

2 for 5c THIS COUPON and 5c for Two Sanitary Knitted Wash Cloths; good size. (Notion Dept.) (S)

**75c Fern Dishes**

With This Coupon, 29c THIS COUPON and 29c for Art Pottery Fern Dishes, in neat decorations with inset. Sold regularly at 75c. (Basement.) (S)

**\$1.40 Birdeye**

\$1.19 THIS COUPON and \$1.19 for Ten-yard Cartons of Antiseptic Birdeye, in sanitary sealed cartons. (S) (Linen Dept.)

**75c Garbage Cans**

With This Coupon, 37c THIS COUPON and 37c for Heavy Steel Japanned Garbage Cans, large size, with patent lock covers that cannot slip off. A good substantial can that will give long service. Regular 75c value. (Basement.) (S)

**Men's 25c Garters**

14c THIS COUPON and 14c for Men's Paris Pad, Brighton Pad and Ivory Garters, all well known makes. (S) (Men's Dept., First Floor.)

**Clark's Cotton**

3 Spools 10c THIS COUPON and 10c for two regular 50 Spools of Clark's O. N. T. Cotton, in black or white; all numbers. (S)

# Forest Mills

are going to celebrate our Twenty-first Anniversary in a manner long to be remembered, and you are to benefit by the hundreds of extraordinary values we have prepared.

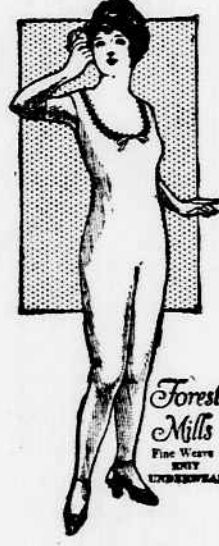
The Dependable Store of today is the natural result of a policy laid down when the doors were first opened—a policy of LIBERALITY, FAIR DEALING and PROGRESSIVENESS. We have won your confidence by deserving it—and we shall show our appreciation of this confidence by giving our customers the best of these wonderful money-saving values during this—our Natal Week.

## Forest Mills Underwear

At Savings of 1/3 to 1/2 Regular Prices

This famous trade mark brand of Women's and Children's Underwear on sale today at prices that make this the best buying opportunity of the season. A twice-over event, when the makers send us their sample lines and surplus stock of discontinued styles at way below regular cost. Women who know the superior merits of "Forest Mills" Underwear prefer it to all other garments because of its perfection of finish, wearing quality and comfort. All the most desirable styles and weights of fall and winter included, in the following lots:

- Women's "Forest Mills" Underwear**, shirts with Dutch neck and elbow sleeves, low neck and sleeveless; knee and ankle pants; medium and light weight cotton and lace. Regular 50c and 60c values. **29c**
- Children's "Forest Mills" Underwear**, shirts and "Merode" Underwear, shirts and pants to match; shirts with high neck and long sleeves, Dutch neck and elbow sleeves, ankle pants; silk and wool and heavy and light weight merino. Regular 50c, 60c and 70c values. **39c**
- Boys' and Girls' "Forest Mills" Union Suits**, high neck and long sleeves, Dutch neck and elbow sleeves; ankle pants; silk and wool, light and heavy weight merino; silver and bleached; open and drop seat; sizes 10 and 11 only. Regular \$1.00 and \$1.50 values. **49c**
- Women's "Forest Mills" Union Suits**, high neck and long sleeves, Dutch neck and elbow sleeves; ankle pants; silk and wool, light and heavy weight merino; silver and bleached; open and drop seat. Regular 50c and 60c values. **39c**



## Anniversary Specials in Notions

- Patent Seam Binding**, full size, 10c
- Cotton Binding**, black or white, 5c
- Superior quality**, yd., 5c
- Hatpins**, half dozen on card, 2c
- Safety Pins**, one dozen on card, 2c
- Sew-on Hose Supporters**, quality superior elastic, 5c
- Buttons**, on spools, white, 2c
- Buttons**, on spools, black, 2c
- Buttons**, one-piece composition, one dozen on card, 2c
- Iron Holders**, neatly plated, 3c
- Super-quality**, 3-yard, 5c
- Trousers Hangers**, 4c
- Cabinets**, containing a assortment of wire hairpins, 11c

## 100 Fountain Syringes

Factory Samples 48c

Fountain Syringes, molded in rubber, of superior quality, in white, black, and brown. Complete rapid flow and hard setting. (First Floor.)

## Waist Sale Extraordinary

Prices of New, Fascinating Models, Worth Up to \$3.00. **\$1.88**

This Anniversary Sale affords the opportunity offered this season to new, smart Blouses under the regular price.

Choice of any Waist in our regular stock marked \$2.50 and \$2.00—beautiful Waists actually worth \$3.00, tomorrow at \$1.88.

The collection includes—

**Forgette Crepe Waists**, Crepe de Chine, Striped Tub Silk Waists, Rayon Silk Waists, Chamois Tub Waists and China Silk Waists.

Over fifty different styles for your choice, including the newest Frill, Tailor Collar, Embroidered, Tailor-stitched and Trimmed effects. All in new autumn colors, with plenty of black, white and flesh. Sizes 36 to 44.

## 48-in. Round Scalloped Tablecloth

Regular \$2.00 Value at **\$1.19**

These handsome Tablecloths are cut and scalloped from pattern of fine grade yarn mercerized damask—and will prove a source of delight to particular housewives. Full 64 inches round, weight and serviceable quality, with beautiful, rich satin luster. A big value at \$1.19 each.

**Reverend Damask Napkins**, size 18x18 inches; in assorted patterns. Some linen finish. Regular value, \$1.00 dozen. Not more than one to each buyer at the special Anniversary Sale price of, dozen. (S) (Linen Dept., First Floor.)

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## Leather Handbags

Usual \$1.00 and \$1.25 Kinds at **79c**

Women's Handbags, of good quality leathers, in a variety of new and stylish shapes. Excellent bags that will give long service and satisfaction—at a very special price for the Anniversary Sale.

(Leather Goods Dept., First Floor.)

## Bungalow Aprons

Anniversary Sale, Special Value at **44c**

New lot of Women's Bungalow Aprons of Percale, with wide belts, cuff sleeves and pockets. Medium and light colors. Full length and width. (Third Floor.)

## Leather Suit Cases

**\$1.85**

You don't often find leather suit cases selling for such a low price in these days of soaring prices. They are good quality, strong and serviceable leather suit cases, well made, on steel frame, with sole leather corners, neatly finished. In the regular size. Extra special for the Anniversary Sale at \$1.85.

(Fourth Floor.)

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## Anniversary Sale Specials---Women's Coats

Two Special Values of Commanding Importance

**Genuine Salt's Plush Coats**

Priced Elsewhere **\$17.50**

Up to \$25 **\$10.00**

We place on sale tomorrow—as a special value for the Anniversary celebration—150 new 1916-17 model Salt's Plush Coats at a price that cannot be matched with equal quality garments anywhere.

They are fashioned of the famous Salt's Plush—the only kind we handle, and every coat is fully guaranteed in every respect.

(The newest models are represented in tomorrow's sale, including—

**New Flare Coats, Fur-trimmed Effects, Smart Belted Styles, Chic Tailored Coats.**

These are the handsomest coats shown this season anywhere under \$25.00. Correctly designed with all the new collar effects, tailored and raglan sleeves, finished with deep cuffs. Coats are full lined and guaranteed for one year's wear. All sizes for misses and women.

## Little Children's Winter COATS

Usual \$5.00 Values. **\$3.48**

Anniversary Sale Price. **\$3.48**

Warm, serviceable coats for little folks from 2 to 6 years of age; made of heavy-weight Chinchilla Cloth, in gray and navy blue. Double-breasted models, with pockets and velvet collars. Specially priced for the Anniversary Sale at \$3.48.

Other styles, in the newest materials, sizes 2 to 6 years, priced at \$4.98 up to \$18.00.

(Jewelry Dept., Third Floor.)

## Women's High-Grade Footwear

Special Anniversary Sale of Regular \$5.00 High Shoes at **\$3.95**

Fashion's most favored models for autumn—Women's High Shoes in lace and button styles, including three of the most popular styles in brown, gray and bronze kid leathers, offered at this lowered price as a special Anniversary Sale feature from our Shoe Department.

The values are of extra importance, in view of the increasing cost and scarcity of fine leathers—and every woman who wants to buy smart footwear at savings should be here tomorrow to share the advantages of this Anniversary event.

All sizes from 2 1/2 to 7—at \$3.95 a pair instead of five dollars. (Shoe Dept., 1st Floor.)

## Lavalliers & Brooches

50c and 75c Values, Special at, Choice, **29c**

Special purchase of importer's surplus lots of Lavalliers and Brooches, in designs copied from high-cost jewelry. Exquisite Platinum-finish Brooches, Bar Pins and Lavalliers, with brilliant Rhinestone and Pearl settings. Anniversary Sale price, 29c each.

(Jewelry Dept., First Floor.)

## Marabout Trimmings

Regular 39c Quality and Weight, at Yard, **23c**

The fluffy, soft-finish trimmings fashion demands for this season's use. Excellent quality and full weight, in black, natural and taupe. Anniversary Sale special at 23c yard.

(Trimming Dept., First Floor—Eighth Street side.)

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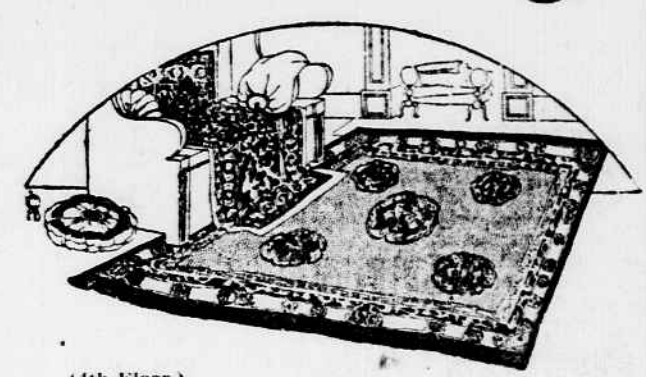
## \$30 Seamless Wilton Velvet Rugs

At a Price That Sets a New Mark for Low Selling. 9x12 ft. Room Size Rugs, At **\$19.55**

When we advertise a rug sale you can count upon making a selection from a full assortment of patterns—not a few "plug" patterns which nobody wants at any price. Don't be fooled by alluring advertisements that promise much, but give little!

In tomorrow's sale we offer 9x12-ft. Room Size SEAMLESS Wilton Velvet Rugs, heavy-weight, firm-woven, serviceable quality, made in one piece—NO SEAMS, in a large assortment of oriental, medallion, small figured and floral designs; colorings to harmonize with any color scheme or room decoration. They are actually worth \$30.00—and we offer choice at \$19.55.

- \$30.00 Axminster Rugs, \$21.45**  
9x12-ft. Seamless Axminster Rugs, in eighteen handsome new patterns, in floral, medallion and conventional designs; light and dark colorings. Extra close-woven pile fabric.
- \$35.00 and \$37.50 Room Size Rugs, \$28.75**  
9x12-ft. Largest Room Size Extra Heavy Seamless Axminster and Wilton Velvet Rugs; deep pile fabric; in a large assortment of patterns and colorings. Large and small medallion, conventional and floral designs.
- \$20.00 Brussels Rugs, \$14.85**  
9x12-ft. Seamless All-wool-face Brussels Rugs, in a large range of floral, medallion and conventional designs. Light and dark color combinations.



## \$5 Sateen Covered Comforts \$2.85

Large, Double-bed Size (72x80 in.-h) Sateen-covered Comforts, covered with finest grade sateens, scroll stitched, quilted and filled with sanitary white cotton; soft and fluffy.

Because of an extra seam or two in the covering, we bought them from the mill to sell at this reduced price.

- \$4.50 Wool Blankets, \$3.19**  
66x80 Wool Blankets, heavy weight, white with pink or blue borders; silk bound; also silver gray, with various color borders. (Bedwear Dept., Fourth Floor.)
- \$6.50 Wool Blankets, \$5.00**  
70x82 Large Double-bed Size Fine Grade Wool Blankets; white or gray, with pink or blue borders; silk bound ends; heavy wool fleec.

## \$3 Yard-Wide Costume Velveteen

Black and Fast Colors. **\$1.98**

Anniversary Sale Price. **\$1.98**

A rich, deep pile quality, made of real old-fashioned German dyes which are now so scarce, and guaranteed to give satisfactory service. One of the season's handsomest fabrics for suits and coats. Colors are navy, Russian green, golden brown, taupe, Copenhagen, African brown, purple and black. Full 36 inches wide.

Regular \$3.00 quality offered as a special for the Anniversary at \$1.98 a yard.

**50-inch Genuine "Salt's" Esquimette Plush**, every yard being stamped with the well known "Salt's" trade mark, which gives it added prestige. Every yard fully guaranteed. Regular \$5.00 value. **\$5.50**

**50-inch "Salt's" Genuine Sealette**, having the exact appearance of the finest grade electric seal fur, and is one of the effective fur fabrics for handsome coats. Worth \$12.00 yard. **\$9.75**

**36-inch Black Chiffon Velvet**, a grade that we can fully guarantee not to crack. One of the finest qualities manufactured, with a heavy, deep, close-pile texture. Ideal for handsome costumes. Worth \$6.00 yard. **\$3.98**

## 25c Yarn Mercerized Poplins

Anniversary Sale Price, **12 1/2c**

Yard. **12 1/2c**

This Splendid Quality Yarn Mercerized Poplin is full 27 inches wide—a grade of exceptional beauty and durability, in satin-face stripes and neat color figures. It will always retain its rich, handsome satin luster because mercerized in the yarn—washing and exposure cannot harm the texture. In a large assortment of street and evening shades. Anniversary Sale special, 12 1/2c yard.

## 29c and 39c Novelty Waistings, 19c Yd.

36 and 40 Inch Novelty Waistings—the season's newest and smartest weaves for women's waists. Extra fine, sheer quality, in a good range of styles, including White Woven Stripe Voiles, Woven Corded Voiles and other rich, exclusive effects.

(First Floor—Eighth Street Side.)

## Purchase of 72x90 Bleached Sheets

Strictly Perfect Quality Regular 59c Values, Tomorrow, at **39c**

We bought direct from the mill 100 dozen of these excellent quality Bleached Sheets at a liberal concession, and place them on sale as one of the big features of the Anniversary Sale at 39c each.

Full two yards wide, made of heavy linen-finish sheeting cotton, with a welded seam in the center; hand torn and ironed, with 3-inch hem. Every sheet strictly perfect quality—no seconds in the lot.

**Welded Bleached Sheets**; double-bed size; extra heavy quality; free from dressing. Worth 69c each. **55c**

**Crochet Bedspreads**; double-bed size; heavy raised Marine designs. Worth \$2.25. **\$1.39**

**45x36 Bleached Pillowcases**; large size; made of fine, close-woven cotton. Worth 20c each. **14c**

## 12 1/2c & 15c Cottons and Cambrics, 73 1/2c Yd.

2 cases of Yard-wide Bleached Cottons and Cambrics, extra fine grades, such as Fruit of the Loom, Androsquin, Hill, Lonsdale, Berkley Cambric, etc. Free from starch or dressing. Mill ends in useful lengths for making undergarments, etc.

## Anniversary Special—Women's \$5.00 All-Wool Sweater Coats

At **\$3.98**

Stylish and practical Sweaters of all-wool light-weight Shetland weave, with sailor collars, wide sashes, pockets and cuffs. Choice of green, purple, rose and Copenhagen. All sizes. A wonderful Anniversary Sale value at \$3.98.

**Women's Heavy All-wool Sweaters**, in oxford, maroon, tan and cardinal; made of fine quality. Regular \$3.00 values. **\$1.98**

**Children's Heavy Sweaters**; plain weaves, with and without collars; pockets and bone buttons; sizes 6 to 12 years. **\$1.44**

**Infants' All-wool Sweaters**; plain white; also white with pink and blue trimmed effects; made with pockets and close-fitting collars; sizes 1 to 3 years. **\$1.19**



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